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October 3, 2012

By ECFS

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: New Talk, Inc. and Express Cash & Phone, Inc. d/b/a Talk Now Telco and
d/b/a Talk Now Telco Wireless Compliance Plan Meeting Notice of Ex
Parte Presentation - REDACTED; WC Docket Nos. 09-197, 11-42

Dear Secretary Dortch:

On Monday, October 1, 2012, Byron Young of New Talk, Inc. ("New Talk"), Brandon Young of Express Cash & Phone, Inc. d/b/a Talk Now Telco and d/b/a Talk Now Telco Wireless ("Talk Now"), and John J. Heitmann and Denise N. Smith of Kelley Drye & Warren, LLP met with Kimberly Scardino, Jonathan Lechter, Divya Shenoy, Michelle Schaefer and David Bradford of the Wireline Competition Bureau ("Bureau") to discuss New Talk's and Talk Now's initial Compliance Plans filed July 2, 2012 and revised Compliance Plans filed September 27, 2012, in the above-referenced dockets. At the meeting, New Talk and Talk Now provided the Bureau staff with confidential versions of the enclosed presentations introducing the Companies and their management, the Companies' Lifeline product offerings and their approach to compliance with the requirements of the *Lifeline Reform Order*.¹

New Talk and Talk Now, by their attorneys, hereby submit the redacted versions of the attached presentations. The confidential versions of the presentations are being submitted to the Federal Communications Commission today, by hand, under separate cover.

¹ See *Lifeline and Link Up Reform and Modernization, Lifeline and Link Up, Federal-State Joint Board on Universal Service, Advancing Broadband Availability Through Digital Literacy Training*, 27 FCC Rcd 6656 (2012).

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Please direct any questions regarding this matter to the undersigned.

Respectfully submitted,



John J. Heitmann
Denise N. Smith

*Counsel to New Talk, Inc. and Express Cash &
Phone, Inc. d/b/a Talk Now Telco and d/b/a
Talk Now Telco Wireless*

Enclosures

cc: Kimberly Scardino (via e-mail)
Jonathan Lechter (via e-mail)
Divya Shenoy (via e-mail)
Michelle Schaefer (via e-mail)
David Bradford (via e-mail)

- ° FCC Compliance Plan Meeting
New Talk, Inc.

New-Talk [REDACTED]

October 1, 2012

Agenda

- Introduction of New Talk, Inc.
- Company Lifeline Product Offerings
- Marketing/ Advertising Compliance
- End User Enrollment
- Annual Certification
- Procedures Addressing Waste, Fraud, and Abuse
- Questions

New Talk, Inc. - Overview

- New Talk is designated as an Eligible Telecommunications Carrier in the states of Texas, Alabama and Kentucky
- The Company currently serves approximately 25,000 total customers
 - 9,000 of these are Lifeline customers
- In the future, the Company may seek to provide Lifeline services in other states

New Talk's Financial and Technical Capability

- New Talk is financially and technically capable of providing the supported Lifeline Service
 - Provider of Lifeline services in Texas since 2005
 - Experienced provider of Lifeline service to thousands of Texas residents
 - Officers collectively have over 20 years of telecommunications experience including extensive background in providing service to low-income consumers
 - Has access to the financial resources of its parent company, Ambient Ventures, LLC

Confidential

REDACTED

New Talk's Key Management Personnel

- **Byron Young, President**
 - Over 15 years of retail telecommunications experience
 - Founder of New Talk, provider of landline phone services to 25,000 customers in Texas
 - Strong expertise in capital markets, back office systems, automation, billing, call center solutions, outsourcing, order processing, Lifeline compliance, and carrier relationship management

- **Brian Young, Vice President**
 - 1995-2000 Owned and operated local paging sales and service provider in Texas
 - Over 10 years of experience managing Texas Competitive Local Exchange Carriers, working in operations as well as assisting in acquiring licenses in additional states, Public Utility Commission negotiations, sales, and billing systems integration
 - Since 2007, Vice President of Operations and Compliance Director of New Talk, Inc., which serves approximately 25,000 customers in Texas, approximately 40% of whom qualify for the Lifeline program.
 - Experience includes managing operations, compliance with PUC, USAC requirements and managing tax compliance with all federal, state and local taxing authorities; manages independent sales organizations, billing and integration with 3rd party systems; assists in the management of finance and accounting

- **Rudy Perez, Provisioning Manager**
 - Strong expertise in billing and order processing systems; ensures that all of the systems and processes are functioning and followed

New Talk's Lifeline Product Offerings

- **Current Wireline Product Offerings***

- BRONZE Service \$17.49 – No Features
- SILVER Service \$22.49 – Includes Call Waiting & Caller ID
- GOLD Service \$25.49 – Includes 3 Way Calling, Speed Calling, Selective Call Forwarding, Priority Call, Caller ID, Call Waiting ID, Call Waiting, Call Return, Call Forwarding & Call Blocker
- One-time Activation\Connection Fee, Transfer Fee, or Conversion Fee applies on all packages

- **All plans include:**

- Unlimited local calling
- Free calls to 911 Emergency Services
- 100 minutes of free New Talk 1+ toll long distance calling
- New Talk Unlimited Nationwide 800 Access Long Distance

*Pricing reflects Lifeline discount of \$15.00. (Federal Lifeline discount: \$9.25; State reduction (maximum): \$3.50; and Additional New Talk reduction: \$2.25)

New Talk's Lifeline Product Offerings

Proposed Wireless Lifeline Product Offerings

- 150 Anytime Minutes Plan:
 - Free handset
 - Rollover minutes
 - Free incoming text messages
 - Free customer care and 911 calls
- 250 Anytime Minutes Plan:
 - Free handset
 - Free 911 calls
- Retail Discount Plan:
 - Free handset
 - Customers choose from any retail plan at a \$15.00 discount
 - For example – customer pays \$10 additional per month and receives 200 anytime minutes, unlimited text messaging and 200 megabytes of data, plus all the perks listed under the 150 minute plan

New Talk's Lifeline Product Offerings

	Wireline Offerings			Wireless Offerings		
Plan Description	Bronze	Silver	Gold	150 Minute	250 Minute	Retail Discount Plan
Price to Lifeline Subscriber	\$17.49	\$22.49	\$25.49	Free	Free	\$15.00 discount off retail price
Number of Free Local Minutes	Unlimited	Unlimited	Unlimited	150	250	Varies
Rollover	N/A	N/A	N/A	Yes	No	Varies
Text Messaging	N/A	N/A	N/A	1:1	1:1	1:1
Calls to 911 Emergency Services	FREE	FREE	FREE	FREE	FREE	FREE
Calls to Customer Service	FREE	FREE	FREE	FREE	FREE	FREE
Domestic Long Distance	FREE	FREE	FREE	FREE	FREE	FREE

New Talk's Lifeline Product Offerings

- **Public Safety and 911/ E911 Access:**
 - New Talk will ensure that all wireless handsets used in connection with its Lifeline service are E911-compliant
 - New Talk will provide its Lifeline customers with access to 911 and E911 services:
 - Through its underlying carriers - AT&T, Sprint and Verizon Wireless
 - At the time of Lifeline service initiation
 - Regardless of activation status and minute availability

Marketing & Advertising Compliance

In compliance with the marketing and disclosure requirements, all of New Talk's marketing materials will:

- Disclose company name under which it does business
- Explain in clear, easily understood language the following
 - The service is a Lifeline service
 - Only eligible consumers may enroll in the program
 - What documentation is necessary for enrollment
 - The program is limited to one benefit per household, consisting of either wireline or wireless service
 - Lifeline is a government benefit program
 - Lifeline service is non-transferable and
 - Consumers who willfully make false statements in order to obtain the benefit can be punished by fine or imprisonment or can be barred from the program

End User Enrollment

- New Talk educates customers on the Lifeline program directly on sales calls, in advertising, and on the New Talk website. When a customer calls requesting telephone service, a New Talk representative enrolls the customer in local phone service (non-discounted)
- Customers must certify eligibility to receive Lifeline benefits, and complete the enrollment process, with Texas' Low Income Discount Administrator (LIDA) Program, Solix. New Talk collects no paperwork from customers. Solix then approves or denies eligibility
- Each month, New Talk submits a customer list to Solix complete with all fields as required by the FCC
- Approximately 7-10 days later, Solix scrubs the list, removing all customers who do not qualify, and returns the approved customer list to New Talk
- New Talk applies the Lifeline discount to approved customer accounts
- This process is repeated each month for every customer

End User Enrollment

New Talk's Enrollment Process requires Solix-approved eligibility, which requires confirmation of the following 5 items:

1. Verification of service area
 2. Applicant's Identity
 3. Program or income eligibility
 4. Valid residence address and whether the address is permanent/temporary or multi-household.
 5. Applicant is not currently receiving a subsidy from another carrier-
- New Talk provides partially-activated handset to wireless customer and customer personally activates or uses the phone prior to seeking reimbursement from Universal Service Fund
 - To the extent New Talk provides Lifeline service in other states, the Company will comply with the federal requirements

Annual Recertification

- New Talk's new customer certifications are handled by Solix
- Solix also performs annual re-certifications
- Solix informs New Talk of customer eligibility on a monthly basis
- If a customer does not re-certify annually with Solix, he or she is removed from the approved list provided to New Talk
 - New Talk ceases providing the Lifeline discount and does not request Lifeline reimbursement for the customer

Procedures Addressing Waste, Fraud, and Abuse

- New Talk strives for compliance in all policies & procedures surrounding its Lifeline Program
 - Marketing/ Advertising
 - End User Initial Enrollment & Annual Certification
 - Employee Training
- Duplicate Detection:
 - Solix Database
 - National Database (when operational)

QUESTIONS?

Thank You

FCC Compliance Plan Meeting

Express Cash & Phone, Inc. d/b/a Talk Now Telco and
d/b/a Talk Now Telco Wireless



October 1, 2012

Agenda

- Introduction of Express Cash & Phone, Inc. d/b/a Talk Now Telco and d/b/a Talk Now Telco Wireless
- Company Lifeline Product Offerings
- Marketing/Advertising Compliance
- End User Enrollment
- Annual Certification
- Procedures Addressing Waste, Fraud, and Abuse
- Questions

Express Cash and Phone, Inc. d/b/a Talk Now Telco and d/b/a Talk Now Telco Wireless - Overview

- Express Cash and Phone, Inc. is a Texas corporation, with headquarters in Fort Worth, Texas
- The Company operates under the names “Talk Now Telco” and “Talk Now Telco Wireless”
- Talk Now Telco intends to provide Lifeline Service in:
 - Both wireline and wireless platforms
 - The state of Texas
 - The Company may seek ETC designations in additional states at a later date

Talk Now Telco's Financial and Technical Capability

- Talk Now Telco is financially and technically capable of providing the supported Lifeline Service
- Talk Now Telco is designated as an Eligible Telecommunications Carrier and Eligible Telecommunications Provider in the state of Texas in the AT&T Texas certificated area
- Talk Now Telco has access to the experience and expertise of New Talk, a successful ETC operating in Texas for several years and currently serving approximately 25,000 subscribers in Texas
- Talk Now Telco has access to the financial resources of its investors

REDACTED

Talk Now Telco's Key Management Personnel

- Brandon Young, President
 - Over 15 years of experience in telecommunications industry
 - As co-founder and/or officer of three telecommunications companies (CLECs), Brandon has extensive experience in accounting, systems integration, cost auditing, pro forma modeling, agent relations, and sales development
- Sam DeHoyos, Director of Operations
 - Sales and customer service compliance
 - Human resources, training
 - Call center management and expertise
 - Vendor relationship management
- Joyce Howard, Regulatory Manager
 - Ensures state and regulatory reporting
 - Assists in acquiring licenses
 - Development of compliance policies and procedures
 - Tax compliance with all state and federal authorities

Talk Now Telco's Lifeline Product Offerings

- Current Wireline Product Offerings*:

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Domestic Long Distance	FREE	FREE	FREE	FREE	FREE	FREE

Talk Now Telco's Lifeline Product Offerings

- Public Safety and 911/ E911 Access:
 - Talk Now Telco will ensure that all wireless handsets used in connection with its Lifeline service are E911- compliant
 - Talk Now Telco will provide its Lifeline customers with access to 911 and E911 services:
 - Through its underlying carrier, AT&T, for wireline services and through its underlying carriers, Sprint and Verizon for wireless services
 - At the time of Lifeline service initiation
 - Regardless of activation status and minute availability

Marketing & Advertising Compliance

In compliance with the marketing and disclosure requirements, all of Talk Now Telco's marketing materials will:

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Annual Recertification

- Talk Now Telco's new customer certifications are handled by Solix
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- Solix informs Talk Now Telco of customer eligibility on a monthly basis
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 - Talk Now Telco ceases providing the Lifeline discount and does not request Lifeline reimbursement for the customer

Procedures Addressing Waste, Fraud, and Abuse

- Talk Now Telco strives for compliance in all policies and procedures surrounding its Lifeline Program
 - Marketing/Advertising
 - End User Initial Enrollment & Annual Certification
 - Customer Non Usage & De-Enrollment
 - Training
 - Monthly refresher course to reinforce company policy to ensure compliance with Lifeline program requirements

Procedures Addressing Waste, Fraud, and Abuse

- Subscriber Usage:
 - 60 Day non-usage policy
- Duplicate Detection:
 - Solix Database
 - Databases of other companies with whom the company management has relationships

QUESTIONS?

Thank You